

## Message Text

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43

ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /018 W

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R 131432Z MAR 74

FM AMEMBASSY BOGOTA

TO USDOC WASHDC

INFO SECSTATE WASHDC 1719

UNCLAS BOGOTA 2133

EO 11652: NA

TAGS: BEXP CO

SUBJ: US PAVILION - INTERNATIONAL FAIR

REF: USDOC 3698

1. COMMERCE'S ASSISTANCE IN REFERING STATESIDE INQUIRES CONCERNING PARTICIPATION IN US PAVILION TO EMBASSY MUCH APPRECIATED. FOLLOWING RECENT REFERRALS HAVE BEEN CONTACTED DIRECTLY AND PROVIDED LATEST INFO-KIT: MANDREL PRODUCTS OF HOUSTON, TEXAS; AND WORLD-WIDE PLASTICS AND PACKAGING LTD OF NORTH MIAMI BEACH, FLORIDA.

2. MISSISSIPPI MARKETING COUNCIL OF JACKSON, MISS. CONTACTED BY PHONE AND BROUGHT UP TO DATEE.

3. AS RESULT OF ADDING ADJACENT PAVILION, US PAVILION NOW ENCOMPASSES 2,109M2 OF NET EXHIBIT AREA. EMB HAS 43 CHECKS IN HAND FOR A TOTAL OF 1,571M2 OR 75 PERCENT OF EXPANDED EXHIBIT AREA. THUS 538M2 IS CURRENTLY AVAILABLE FOR NEW EXHIBITORS.

4. IF DEMAND FOR EXHIBIT SPACE CONTINUES AT CURRENT PACE, EMB EXPECTS TO FILL REMAINING EXHIBIT AREA BY MARCH 31. AT THAT POINT PAVILION WILL CONTAIN AN ESTIMATED 60 EXHIBITORS.

5. CURRENT LIST OF 43 PAID-IN EXHIBITORS BEING AIRMAILED TO USDOC

6. FIRST EDITION OF US PAVILION NEWSLETTER ABOUT TO GO OUT. WILL AIRMAIL COPY TO USDOC.

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7. FORMS BEING SENT TO EACH PARTICIPANT WHICH WHEN COMPLETED AND

RETURNED TO EMB WILL PROVIDE TYPE, NUMBER, PERCENTAGE US COMPONENTS, AND VALUE OF ALL PRODUCTS TO BE EXHIBITED AS WELL AS THE NAMES OF ALL US FIRMS TO BE REPRESENTED US PAVILION. EMB INTENDS TO PUBLISH DIRECTORY OF PARTICIPANTS IN US PAVILION, BASED ON INFO CONTAINED IN RETURNED FORMS.

8. COLOMBIAN REP OF CHRISTIAN BROTHERS WINES INTERESTED IN PARTICIPATING WITH BOOTH IN US PAVILION TO DISPLAY US WINES AND OFFER FREE SAMPLES FOR CONSUMPTION ON SPOT.

9. UNLESS USDOC HAS STRONG OBJECTION USPAC (US PAVILION ADVISORY COMMITTEE) DISPOSED TO INCLUDE US WINES AS WELL AS LIQUEURS FROM OTHER US HOUSES.

WHITE

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NNN

## Message Attributes

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**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
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